

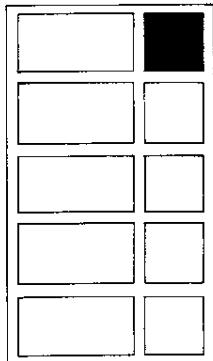


# Marketing Showcase Incorporated

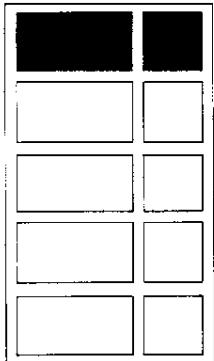
## Product Movers Rate Card Agency Commissionable

Rates shown based on 36 + mm circulation  
Contact your marketing showcase representative for regional rates

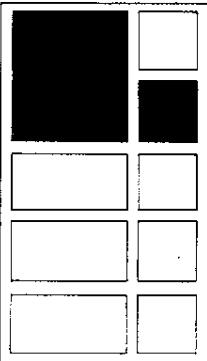
### AD SPACE AND COUPON



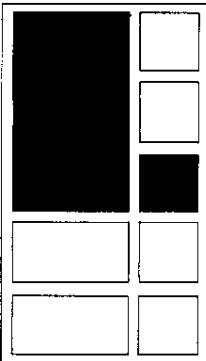
No Ad  
\$2.50



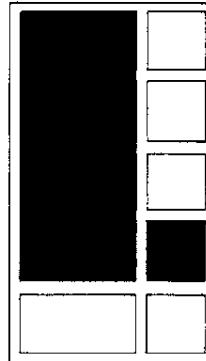
Single Ad  
5 3/8 x 2 1/16  
\$4.50



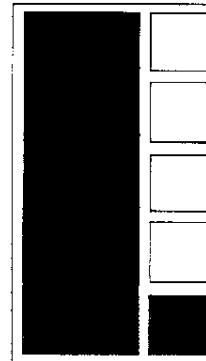
Double Ad  
5 3/8 x 4 1/4  
\$5.30



Triple Ad  
5 3/8 x 6 7/16  
\$6.80



Quad Ad  
5 3/8 x 8 5/8  
\$8.75

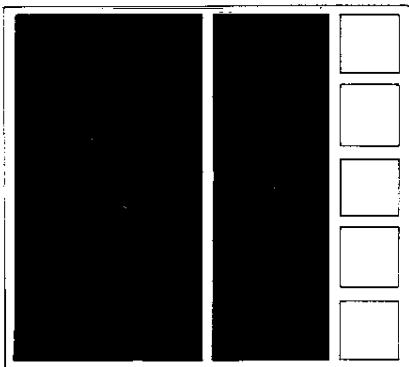


Quint Ad  
5 3/8 x 10 13/16  
\$10.00

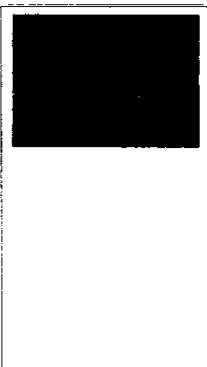
Sell spaces are one-sided. Coupons (3 x 2 1/16) are two sided.  
Multiple coupons and alternative space configurations available.

One sided coupon (3 x 2 1/16) or (5 3/8 x 2 1/16) within:

### SHOWCASE PAGE CONFIGURATIONS\*



Junior Spread  
10 13/16 x 14 1/2  
\$17.50



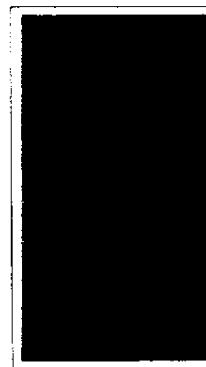
2/5 Page  
8 1/2 x 4 1/4  
\$5.25



1/2 Page  
8 1/2 x 5 5/16  
\$6.00



3/5 Page  
8 1/2 x 6 7/16  
\$7.25



Showcase Page  
8 1/2 x 10 13/16  
Outside Inside  
\$14.00 \$11.00

Showcase page configurations are all one sided.  
Coupon sizes and location to be determined at time of purchase.

\*Subject to following adjustments: Surcharge for additional categories within showcase page or portion thereof.

Optional features: Sequential numbering, Scratch N' Sniff, Pattern gluing, Wash-off, Heat transfer decals, Coding, Sweepstakes, Sampling. Contact your representative for details.

### PRODUCTION REQUIREMENTS:

A. Art work is due nine (9) weeks prior to date of insertion.

C. We do provide complete prep services contact your account executive for estimated costs.

B. Film is due eight (8) weeks prior to the date of insertion.

D. All film/art work should be sent directly to Marketing Showcase 621 Ave. of the Americas, N.Y.,N.Y. 10011.